

## Claims:

1. A server for delivering a content to a plurality of users through a network, comprising:

a first memory for storing user information corresponding to each of the users, the user information  
5 indicating at least content replaying environment of the user;

a second memory for storing a plurality of format conversion programs each corresponding to a plurality of predetermined content replaying environments;

a format conversion selector for selecting a most  
10 suitable one from the format conversion programs based on the content replaying environment of the user, wherein the most suitable format conversion program provides a format most suitable for the content replaying environment of the user;

a format converter for converting the content into  
15 the format according to the most suitable format conversion program to produce a format-converted content for the user;  
and

a transmitter for transmitting the format-converted content to the user through the network.

20 2. The server according to claim 1, wherein the content replaying environment of the user includes a type of replaying equipment of the user.

3. The server according to claim 1, wherein the content is included in a content delivery request received from a content owner, wherein the content delivery request further includes delivery destination identifying each of the users.

5 4. The server according to claim 3, further comprising a content storage section for storing the content received from the content owner.

5. The server according to claim 1, wherein the content is a movie content, wherein the content replaying environment  
10 of the user includes screen information, projector information, and sound information, which identifies an environment of a movie theater of the user.

6. A server for delivering a content to a plurality of users through a network, comprising:

15 a first memory for storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;

a second memory for storing a plurality of format conversion programs each corresponding to a plurality of  
20 predetermined content replaying environments;

a third memory for storing correspondences between the users and the plurality of format conversion programs,

wherein each of the correspondences is determined by selecting a most suitable one from the format conversion programs based on the content replaying environment of each of the users;

a format converter for converting the content into  
5 the format according to a format conversion program which is determined by searching the third memory for a corresponding user, to produce a format-converted content for the user; and  
a transmitter for transmitting the format-converted content to the user through the network.

10 7. A method for delivering a content to a plurality of users through a network, comprising the steps of:

preparing a first memory storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;

15 preparing a second memory storing a plurality of format conversion programs each corresponding to a plurality of predetermined content replaying environments;

when a content delivery request identifying a user and a content is received from a content owner, searching the  
20 first memory for the user to find corresponding user information;

selecting a most suitable one from the format conversion programs based on the content replaying environment included in the found user information, wherein the most suitable format conversion program provides a format most suitable for  
25 the content replaying environment of the user;

converting the content into the format according to the most suitable format conversion program to produce a format-converted content for the user; and

delivering the format-converted content to the user  
5 through the network.

8. A system for delivering a content from a content owner to a plurality of users through a network, comprising:

a content providing server which receives the content from the content owner to send it to each of the users,

10 wherein the content providing server comprises:

a first memory for storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;

a second memory for storing a plurality of format  
15 conversion programs each corresponding to a plurality of predetermined content replaying environments;

a format conversion selector for selecting a most suitable one from the format conversion programs based on the content replaying environment of the user, wherein the most suitable  
20 format conversion program provides a format most suitable for the content replaying environment of the user;

a format converter for converting the content into the format according to the most suitable format conversion program to produce a format-converted content for the user; and

25 a transmitter for transmitting the format-converted

content to the user through the network.

9. A program instructing a computer to deliver a content to a plurality of users through a network, comprising the steps of:

- 5           preparing a first memory storing user information corresponding to each of the users, the user information indicating at least content replaying environment of the user;
- preparing a second memory storing a plurality of format conversion programs each corresponding to a plurality
- 10       of predetermined content replaying environments;
- when a content delivery request identifying a user and a content is received from a content owner, searching the first memory for the user to find corresponding user information;
- selecting a most suitable one from the format
- 15       conversion programs based on the content replaying environment included in the found user information, wherein the most suitable format conversion program provides a format most suitable for the content replaying environment of the user;
- converting the content into the format according
- 20       to the most suitable format conversion program to produce a format-converted content for the user; and
- delivering the format-converted content to the user through the network.